

GROTON BOARD OF EDUCATION
COMMUNICATIONS COMMITTEE
SPECIAL MEETING MINUTES
SEPTEMBER 11, 2025, AT 6:00 PM
REMOTE MEETING

MEMBERS PRESENT: Jay Weitlauf, Jennifer White, Adrian Johnson

ALSO PRESENT: Anne Marie Mancini, Rebecca Beyus, Sean Corcoran

1. Call to Order - J. Weitlauf called the meeting to order at 6:01 p.m.
2. Review of Meeting Minutes - There were no comments or concerns on the meeting minutes from March 20, 2025.
3. Communications Update - R. Beyus provided an update on current communication projects and goals, highlighting district-wide back-to-school efforts and initiatives aimed at strengthening family engagement. A. Johnson inquired about community events and ensuring we are connecting with parents who are not able to attend in-person and recommended additional tracking and measurement of event attendance. J. White commented on the timing of the open houses. A. Mancini commented. Presentation attached.
4. Family and Community Engagement - A. Mancini shared insights into Dr. Karen Mapp's work on family engagement, emphasizing links to learning and supporting student success. She highlighted literacy efforts at the K-5 level and initiatives aimed at improving attendance. An overview of upcoming and evolving school/community events, based on feedback and past successes, was also shared. A. Johnson indicated interest in forums that seek stakeholder input. J. White suggested exploring successful event strategies from similar districts.
5. GPS Website - J. White inquired about enhancing the GPS website. R. Beyus provided an update on ongoing web updates, which include streamlining navigation menus for quicker access to information and providing engaging content that showcases the schools and district.
6. Communications Plan Review - R. Beyus provided an overview of the current communications plan, noting the development and longevity as a five-year plan. The plan serves as a flexible framework to guide communications and family engagement goals, aligning with district goals. J. Weitlauf inquired if the committee is interested in reviewing or revising the plan. It was determined that the committee will not review the plan at this time.
7. A. Johnson requested that board members have increased access and awareness of ParentSquare communications. R. Beyus will provide options to the committee.
8. Adjournment - The meeting adjourned at 7:08 p.m.



Communications Committee Meeting

September 11, 2025

Communication Goals



Strengthening Communication, Staff and Family Engagement

- Enhance the parent user experience across all communication platforms
- Expand staff and parent knowledge through targeted training on effective, day-to-day use of communication tools
- Leverage existing platforms and resources and create new opportunities to deepen family engagement to support student success
- Highlight the achievements of Groton Public Schools' students, staff, and programs
- Align communications initiatives to support the goals and objectives of the district's Strategic Plan

Communication Highlights



Connecting with Families and Building Capacity

Back to School Communications

- District platforms: PowerSchool, ParentSquare, School Café
- Back-to-School Communications, events, and open houses

Staff Training

- Coaches, Nurses, New Teachers, Returning Staff

Forms & Updates

- Contact Information Update, Chromebook User Agreement & Insurance, Free & Reduced Lunch Application, Impact Aid

Communication Highlights



Website Updates and Enhancements

- Streamline navigation and menus, showcase district and school culture through updated visuals, and interactive elements

Attendance Communications

- Support Tiered levels of interventions with communications and district tools

Digital Delivery of State Student Reports

- SBAC and NGSS individual students reports distributed via Secure Document Delivery

Family and Community Engagement



Dr. Karen Mapp – Dual Capacity Framework

Building Trust

- Foundation of strong school–family partnerships

Asset vs. Deficit Mindset

- Valuing family strengths, cultures, and contributions

Family Events Linked to Learning

- Connecting activities directly to student outcomes

The Dual Capacity-Building Framework for Family-School Partnerships (Version 2)



Family and Community Engagement



Applying the Mindset Across GPS Initiatives

- Literacy, Attendance

School and Community Events

- Community Forums
- Administrative Staff Meeting Forums
- PTO Meetings
- Focus Groups
- Informational Webinars

GPS Website



Enhancing the Groton Public Schools Website Experience and Showcasing our District

- Improve access to key information and showcase GPS schools, staff, and students.
- Simplify navigation and standardize design across all sites for consistency.
- Feature frequently accessed content for quicker reference.
- Build staff capacity with targeted website training.
- Post more fresh, engaging content (photos, videos, interactive features).
- Prioritize accessibility: mobile responsive, translatable, ADA compliant, and replace PDFs/links with integrated web content.

Communications Plan



Groton Public Schools Strategic Communications Plan 2023-2028

Approved June 26, 2023, by the Communications Committee



Communications Strategies

The Groton Board of Education Communications Committee has identified five communication strategies to enhance stakeholder engagement and improve internal and external communications.

1. Engage the community in understanding the mission of Groton Public Schools through transparency and robust internal and external communications.
2. Promote the Groton Public Schools' achievements, improvements, and initiatives to families, students, staff, and the general community.
3. Allocate appropriate district and school personnel and resources to support the successful implementation of the communications plan.
4. Create and implement feedback opportunities to engage stakeholders in meaningful and interactive communications.
5. Proactively plan to provide communications support during an emergency or crisis, to ensure efficient, clear, and timely information is shared with the community.

